

Nevada tourism officials trying to attract California, Arizona residents

By Richard N. Velotta, Las Vegas Sun

The state will spend \$2.8 million, most of it for television ads in Los Angeles, San Francisco and Phoenix, to attract tourists to visit Nevada in the spring and summer months.

The Nevada Tourism Commission said Wednesday it would spend \$1.7 million for a total 2,794 30-second spots to run on NBC, CBS, ABC and Fox networks in Los Angeles and San Francisco, on Comcast SportsNet in San Francisco and on CBS, ABC and Fox in Phoenix.

The campaign runs from April 16 through June 30.



Non-motorized sports are growing in popularity at Lake Tahoe.

Photo/LTN file

The state plans to again run its “Clueless Tourist” spot, which depicts a kayaker in a wetsuit on the Las Vegas Strip before dissolving into a series of scenes from Nevada’s outdoors featuring hikers, mountain bikers, kayakers and

skiers. The spots are meant to convey that, in addition to the Strip, the state is home to scores of outdoor recreation opportunities.

The spots broadly display the commission's TravelNevada.com Internet site, encouraging viewers to obtain the state's 120-page "Travel Nevada" travel and leisure guide.

The TV spots give the state additional bang for the buck, with tourism officials appearing on the "Better Arizona and Sonoran Living" television show in Phoenix and giving "Jeopardy" clues about Nevada attractions.

The commission also is spending \$1 million for Internet display ads on Google and Yahoo!, video on Yahoo! and search-engine marketing on Google, Yahoo! and Bing. The ad buy also includes \$60,000 for mobile media, \$60,000 for social media and \$6,000 for print ads in *Nevada* magazine.

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